2006-2007 TOURISM YUKON MARKETING PLAN

2006-2009 Tourism Marketing Strategic Plan
2006-2007 Tourism Marketing Implementation Plan

YUKON
LARGER THAN LIFE

2008-03195/

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2006-2009 Tourism Marketing Strategic Plan

EXECUTIVE SUMMARY

This Tourism Marketing Strategic Plan, developed in partnership with the Yukon Tourism Marketing Partnership's Senior Marketing Committee, builds on the momentum of industry's recent growth in 2005 while recognizing the impact global events like increased fuel costs, the Western Hemisphere Travel Initiative, Avian Flu and terrorism have on our tourism performance. Events such as these provide the incentive for us collectively to be more strategic, more adaptable, more efficient and integrated in the development, implementation and evaluation of all our marketing programs. Complimenting one another, our Tourism Marketing Strategic Plan, Annual Tourism Marketing Implementation Plan and our new Yukon Tourism Brand Strategy provide us the tools and tactics to grow tourism revenues in the territory confirming tourism as a leading economic generator for the Yukon.

The Senior Marketing Committee (SMC), appointed by the Tourism Industry Association of the Yukon (TIAY), was fully engaged in reviewing the strategies, plans and activities of the Department of Tourism and Culture (Tourism Yukon) throughout the year. Tourism Yukon remains committed to ensuring that Yukon tourism marketing is industry-led, market-driven, and research-based. The SMC will continue to play a key role in Yukon tourism marketing by participating in the development and evaluation of Tourism Yukon's marketing programs. More importantly, the SMC maintains meaningful contact with Yukon's tourism industry and communicates industry priorities to Tourism Yukon.

Tourism Yukon, in consultation with the SMC, has identified a number of priorities for fiscal year 2006/2007.

The top strategic priorities are:

1. **Yukon Tourism Brand Strategy** – Implement and integrate the Yukon Tourism Brand Strategy across all tourism programs
2. **Websites** – Continue to enhance our website program and increase unique visits and linkages to Yukon tourism operators
3. **Media Relations** – Continue to enhance media relations efforts to increase awareness of the Yukon as a travel destination
4. **2007 Canada Winter Games** – maximize opportunities the 2007 Canada Winter Games will provide the Yukon

Other priorities for Tourism Yukon include but are not limited too:

- Yukon Scenic Drives program - continue the development of all seven scenic drives
- Air Access - maintain international and domestic access and capacity to satisfy market demand
- Tourism Cooperative Marketing Fund - review, evaluate and continue to deliver
- Product Development - assist industry with new product development and enhancement of existing products
- Research - provide industry with up-to-date relevant tourism research and market intelligence and access performance measurement framework
- Decade of Sport and Culture – maintain this initiative
- Visitor Services - provide travelers and potential travelers with superior services
- Partnerships – enhance the Yukon Tourism Brand through the development of strategic cooperative partnerships

This Tourism Marketing Strategic Plan includes an integrated and coordinated Yukon Tourism Marketing Implementation Plan that makes the most effective use of budget resources.

TOURISM MARKETING: ROLES AND RESPONSIBILITIES

Department of Tourism and Culture

In partnership with the private sector, governments, and other stakeholders:

- Generate long-term economic growth and revenues for the benefit of Yukon people through the development and marketing of the Yukon tourism industry
- Generate long-term economic growth and maximize social-cultural benefits for Yukon residents and visitors through the preservation, development and interpretation of historic resources, visual, literary and performing arts and cultural industries in the Yukon

Tourism Branch*

The Tourism Branch is responsible for the marketing and promotion of the Yukon as a year-round visitor destination. The tourism Branch consists of five operational units:

- Regional Initiatives and Projects
- Visitor Services
- Marketing Operations – North America
- Marketing Operations – Overseas
- Tourism Research and Product Development

Branch Objectives

To work in partnership with private and public sector organizations and industries to:

- Enhance Yukon as a stand-alone visitor destination through diversified image development and product development
- Continue to grow shoulder season and winter tourism
- Stimulate tourism product development
- Utilize new technologies to enhance inquiry and conversion rates, design and conduct research, deliver timely information more efficiently and measure success
- Grow the convention, meetings and incentive travel sector
- Continue to develop sport tourism
- Develop and implement strategic tourism marketing programs designed to maximize visitor length of stay and per capita expenditure
- Work with the travel trade to stimulate new package tour development and promotion

Tourism Industry Association of the Yukon (TIAY)

TIAY's mandate is to ensure that tourism remains a strong, vibrant and sustainable industry across the Yukon. TIAY facilitates tourism awareness campaigns in the Yukon and, working in cooperation with Tourism Yukon, delivers essential tourism information to industry from government, the Canadian Tourism Commission (CTC), Tourism Industry Association of Canada (TIAC), and other industry associations. TIAY advocates the importance of tourism as a significant contributor to the Yukon's economy.

TIAY provides secretariat services to the Yukon Tourism Marketing Partnership Senior Marketing Committee.

YTMP Senior Marketing Committee (SMC)

The SMC is a committee of up to 15 key industry representatives appointed by the Tourism Industry Association of the Yukon. SMC members bring marketing and industry experience to the table that enables them to fulfill their mandate to:

- Ensure that the priorities of Yukon's tourism industry are communicated to the Department
- Participate in the tourism marketing strategy and marketing plan development
- Evaluate the effectiveness of Tourism Yukon marketing programs
- Advise the Department of Tourism and Culture and TIAY on marketing and other tourism issues

" Tourism Yukon's marketing will be industry-led, market-driven and research-based "

VISION, POSITIONING, OUTLOOK

Industry-led

The YTMP Senior Marketing Committee will provide advice to the department in the development and evaluation of the Yukon Tourism Marketing Strategic Plan and Yukon Tourism Marketing Plan. The SMC communicates industry priorities to Tourism Yukon in a meaningful and timely manner.

Market-driven

Tourism Yukon's marketing is organized according to geographic markets, which enables us to develop different strategic priorities and mixes for each market. Tourism Yukon collects strategic intelligence from various government and industry sources to support the industry decision-making process. Tourism Yukon works with the CTC and other trade partners to ensure that its programs are relevant and meet market expectations.

Research-based

Tourism Yukon will conduct relevant and timely research while planning, executing and delivering marketing programs to ensure that they are cost-effective and that they deliver a reasonable economic return on investment (ROI).

Vision Statement

Be the unique, legendary Yukon through real experiences, real people, real history and real nature

YTMP January – 2001

Marketing Positioning Statement

Yukon is a real wilderness destination featuring people whose northern life style celebrates our nature, history, arts and cultures Yukon's tourism industry delivers high-quality, hands-on, authentic and year-round cultural, historical and natural experiences in all regions.

YTMP January – 2001

Tourism Outlook 2006

The Conference Board of Canada's Travel Markets Outlook Spring 2005 stated "The year 2004 marked a solid turnaround for the Canadian tourism industry". Visits to Canada rebounded by 4.9%, mostly on the renewed strength of international travel to Canada, after a 10.2% decline in 2003. By June 2005, year-to-date total travel to Canada was down by 5.6% over the same period for 2004. Overseas visitors increased by 9.6% and U.S. visits declined by 7.3%. From May through September 2005, Yukon's Visitor Reception Centres registered 235,752 visitors. This is an increase of 6,390 visitors, or 2.8% more than the same period in 2004.

The current outlook for the 2006 summer season is favourable. Despite this optimism, there is an underlying concern with the price of fuel and the high value of the Canadian dollar could impact the industry negatively and continued increases could have an adverse effect on Yukon visitation, especially North America travel between Canada and the U.S. As well, new regulations, passed by the United States and scheduled to be phased in over the next two years, require travelers entering or re-entering the U.S. to have as yet undetermined secure documentation.

Strategic Priorities:

1. **Yukon Tourism Brand Strategy** – Implement and integrate the Yukon Tourism Brand Strategy across all tourism programs
2. **Websites** – Continue to enhance our website program and increase unique visits and linkages to Yukon tourism operators
3. **Media Relations** – Continue to enhance media relations efforts to increase awareness of the Yukon as a travel destination
4. **2007 Canada Winter Games** – maximize opportunities the 2007 Canada Winter Games will provide the Yukon

TOURISM, OUTLOOK

Key Principles

- Ensure tourism marketing is industry-led, market-driven and research-based
- Maintain respect for the environment, respect for Yukon people, and nurture sustainable communities
- Ensure all Tourism Yukon programs will support the Yukon brand
- The focus of Tourism Yukon's marketing programs will be building destination awareness, generating qualified leads, converting leads to Yukon visitation and increasing spending when visitors are in destination
- New marketing initiatives and integrated marketing programs (branding, website and media relations) will be supported by appropriate investments
- Practical, simple approaches will be utilized to measure results
- Assist industry on the development of new and enhancement of existing tourism product
- Work with industry in the development of standards and rating programs
- Motivate visitors to escalate along the destination decision-making continuum
- Entice visitors to stay longer and provide opportunities to spend more
- Leverage marketing resources through partnerships
- Marketing plans must be flexible to react to changing market conditions
- Tourism products marketed will be defined and sold solely by industry
- Joint investments with traditional and non-traditional marketing partners will enhance destination awareness, positioning and sales
- Focus will be on the best-producing primary markets
- Strengthen linkages with NGO marketing partners
- Grow Yukon stakeholder pride and ownership in tourism development and marketing
- Focus will be to increase ROI from industry assets

Planning Assumptions

- Tourism Yukon and industry investments will remain constant similar to 2005 levels
- The Canadian dollar will decline slightly from late 2005 levels – $0.81 to the USD*
- The Canadian economy is expected to grow marginally from 2.7 in 2005 to 3.1 per cent in 2006*
- Real GDP growth in the U.S. economy will decline slightly from an estimated 3.6 per cent in 2005 to 3.1 per cent in 2006*
- Economic growth in Asia-Pacific slows to 2.8 per cent from 4 per cent. Chinese economy continues to grow at a rapid pace. Weak growth in Europe, particularly in France and Germany.*
- Air access will remain at relatively current levels with existing carriers. Pricing will fluctuate primarily relative to the cost of fuel.
- The plan does not consider a disruption in global travel as a result of military action, terrorism or avian flu.
- The price of oil will decline during 2006 to below $55/barrel of West Texas Intermediate Crude*
- Western Hemisphere Travel Initiative requires all travellers entering U.S. to have a secure piece of identification (yet to be determined)

*** Source: Conference Board of Canada Tourism Outlook Briefing – 2006 – presented in Montreal September 23, 2005**

Decision-Making Process of the Yukon Visitor

A trip to the Yukon holds different significance for each potential visitor. Some are taking the trip of a lifetime. For others it could be a desire to travel north. Regardless of the reason, the starting point in the decision-making process begins with an awareness of the Yukon and the desire to visit. Once the desire to visit has taken hold, the visitor will need to research the options and logistics to plan their trip. Tour details and general information must be readily available in order to support the planning process. For potential visitors who do not already have an awareness of Yukon, campaigns that incorporate strong visual images tend to be the most effective. Once they have researched the destination and have the majority of their questions answered, a decision to visit the Yukon is made. The next step is to plan their trip, which may be with the support of a travel agent or independently through collateral material and the Web site.

Visitor Definitions:

In order to utilize collateral effectively and efficiently, careful consideration must be taken in examining the Destination Decision-Making Process and how each piece of collateral will fulfill each stage. Each piece of collateral should correspond to a specific phase within the Destination Decision-Making Process.

Lifestyle Shopping:

Lifestyle Shoppers are vacation decision-makers who have taken vacations of at least one week in the past three years, have traveled at least 2,000 miles one-way in the past five years and have little or no awareness of the Yukon.

Destination Decision Shopping:

At this phase, Lifestyle Shoppers have formed a positive image of the Yukon or have an active interest in experiencing a Yukon vacation.

Planning:

During this phase, the Lifestyle Shoppers and Destination Decision Shoppers state a high likelihood of visiting Yukon in the next year.

Visit:

Persons in-destination or have visited Yukon for a vacation in the past 10 years.

TOURISM MARKETING: IMPLEMENTATION

Tourism Marketing Strategic Plan 2006 – 2009

Details the overall strategic goals, market planning, situational analysis and strategic priorities and performance measurement.

Tourism Marketing Implementation Plan 2006 – 2007

Details annual marketing programs and campaigns to be implemented to meet the goals, objectives and priorities set out in the Tourism Marketing Strategic Plan.

Marketing Programs and Initiatives

States the strategies, tactics and performance measurement for each program being implemented to meet the goals and priorities set out in the Tourism Marketing Implementation Plan.

TARGET MARKET SEGMENTS

The target audience for Tourism Yukon's marketing programs consists of a **primary target market** of reasonably affluent couples, with no children at home, well educated, employed or retired, age 45+.

The **secondary target market** consists of reasonably affluent, well-educated and employed couples with or without children at home, age 35+.

The **tertiary target market** consists of adventure seeking travelers aged 24-35 who live primarily in Alberta and B.C.

Over the years, these targets have proven to constitute the majority of Yukon visitors. They have proven to be the folks with the time and money, as well as interest and motivation, to travel to the Yukon. Yukon's visitors from North America and overseas markets are similar demographically. However, their travel behaviors are quite different and can be segmented geographically.

Demographic Markets

Primary Target Segment

- Age: 45+
- Have made a trip of 1,000 miles or more in the past five years
- Employed or Retired
- Well Educated
- Single, Married or Divorced
- No Children at home

Secondary Target Segment

- Age: 35+
- Have made a trip of 1,000 miles in the past five years
- Employed
- Well Educated
- Single, Married or Divorced
- No Children at home

Tertiary Target Segment

- Age: 24-35
- Have made a trip of 600 miles or more in the past five years
- Employed
- Well Educated
- Single, Married or Divorced
- Adventure seekers

Geographic Markets

Primary Target Segment

- United States
- Canada
- Europe: Germany, United Kingdom

Secondary Target Segment

- Europe: Switzerland, Netherlands, France
- Asia: Japan
- Pacific: Australia

Tertiary Target Segment

- Europe: Italy, Austria
- North America: Mexico
- Asia/Pacific: Taiwan, New Zealand, Korea, China

MARKET PRIORITIES

PRIMARY MARKETS

Primary Markets

(USA, Canada, Germany and the United Kingdom)

Tourism Yukon will approach our Primary Target Markets in the following manner:

- Undertake activities that support both buyers and sellers in developing marketing initiatives in primary markets
- Work with the CTC and industry partners to develop marketing initiatives that expand the number of tour operators/wholesalers carrying Yukon tourism products and that encourage existing tour operator/wholesaler partners to maintain existing Yukon suppliers and expand product offering by carrying more receptives and suppliers
- Develop marketing initiatives that encourage growth in winter tourism for maturing primary markets using dog mushing and aurora viewing as product icons
- Support familiarization tours that encourage product development, media or travel agent education
- Support department staff and/or contractors attendance and encourage Yukon operators participation in specific trade shows to showcase Yukon tourism products and stimulate tour package development
- Support industry partners and suppliers attending consumer and trade shows to strengthen Yukon's profile and stimulate lead generation
- Support CTC, air carriers, tour operators, wholesalers and travel agents in cooperative marketing initiatives to reach targeted consumers through activities such as direct mail campaigns using qualified lists to effectively deliver qualified inquires

Strategic Primary Market Priorities – North American Market

Specific to USA

- Target travel trade partners who sell Yukon and/or cruise tours, long haul, motorcoach tours, small van tours, RV Caravan tours, fly-drive and high-yield-adventure products.
- Work with the CTC and industry partners to develop an executive familiarization tour event that will attract major tour operators involved in high-yield adventure products and provide a forum for discussion on current issues, solutions and best practice case studies, that ultimately provides a strategic assessment of how to increase Yukon products sold by U.S. tour operators – particularly high-yield adventure, incentive travel and other guided experiences.
- Support staff attendance and encourage Yukon operators to attend National Tour Association (NTA), United States Tour Operator Association and American Bus Association trade shows
- Support staff attendance and encourage Yukon operators to participate at CTC Canada Specialist Training in the US.
- Support industry partners and suppliers attending consumer shows in key U.S. markets through support of the TIAY Consumer Show Program.
- Support the Yukon Convention Bureau in marketing and sales initiatives that target the meeting, convention and incentive travel and sport tourism sectors.
- Support Wilderness Tourism Association of Yukon in marketing and sales initiatives that target the adventure/wilderness tourism sector

Specific to Canada

- Target travel trade partners who sell Yukon and/or Alaska cruise tours, long haul motorcoach tours, small van tours, RV Caravan tours, fly-drive and high-yield-adventure products
- Work with the industry partners to develop a sales oriented familiarization tours promotion for agents from the Yukon Gateway cities
- Develop and deliver a Trade Incentive Program in British Columbia and Alberta in partnership with Yukon operators, suppliers and receptives
- Develop and deliver Travel Agent Training seminars in key Canadian target markets
- Support industry partners and suppliers attending consumer shows in key Canadian markets through support of the TIAY Consumer Show Program

- Support the Yukon Convention Bureau in marketing and sales initiatives that target the meeting, convention and incentive travel and sport tourism sectors.
- Support Wilderness Tourism Association of Yukon in marketing and sales initiatives that target the adventure/wilderness tourism sector

Strategic Primary Market Priorities – Europe

Specific to Germany

- Target travel trade partners who are involved in cruise land tours, small van tours, RV touring, fly-drive hotel/lodge stays and high-yield adventure products
- Work with CTC, air carriers and industry partners to develop and support trade, media and travel agent educational familiarization tours and monitor results
- Support department staff attendance and encourage Yukon receptives participation at International Travel Bourse (ITB)
- Support department staff and/or market contractor attendance participation at CTC Canada Specialist, tour operator, wholesalers and air carrier training events
- Support trade partners and/or suppliers attending consumer shows by strengthening Yukon's profile at specific shows in Frankfurt, Stuttgart, Munich, Leipzig, Dresden, Berlin and Mannheim
- Maintain and improve Yukon's German web site
- Produce and distribute reply cards for German consumer shows to direct enquiries to the web site, reduce fulfillment costs and develop a database of contact names
- Engage in public advertising to promote Yukon's web site
- The Department will be proactive in positioning the Yukon as a meeting, convention and incentive destination where YCB is unable to take the lead.
- The Department will be proactive as an adventure destination where WTAY is unable to take the lead

Specific to the United Kingdom

- Engage CTC, media and trade partners in the United Kingdom to initiate the delivery department objectives and tactics
- Target travel trade partners who are involved in cruise land tours, small van tours, RV touring, fly-drive hotel/lodge stays and high-yield adventure products
- Work with CTC, air carriers and industry partners to develop and support trade familiarization tours
- Work with CTC to develop media leads, support media tours and monitor media coverage
- Support department staff attendance and encourage Yukon receptive operators and suppliers' participation at CTC Spotlight Canada Trade Show and WTM trade/consumer show
- Support department staff attendance participation at CTC Canada Specialist, tour operator, wholesalers and air carrier training events
- Support trade partners and/or suppliers attending consumer shows by strengthening Yukon's profile at consumer shows in London.
- Engage in public advertising to promote Yukon's web site facilitating equal access to Yukon trade partners and suppliers
- The Department will be proactive in positioning the Yukon as a meeting, convention and incentive destination where YCB is unable to take the lead.
- The Department will be proactive as an adventure destination where WTAY is unable to take the lead

MARKET PRIORITIES

SECONDARY MARKETS

Secondary Markets
(Switzerland, Australia, Netherlands, France and Japan)

Tourism Yukon will approach our secondary target markets in the following manner:

- Similar to our approach to primary target markets except that as emerging markets, Tourism Yukon will develop our market share by supporting receptives and buyers of travel trade.
- Maintain Yukon's Japanese web site
- Produce and distribute through CTC a Japanese language flyer directing public enquiries to web site
- Maintain a web portal for Australia that provides equal support for trade and supplier partners
- Work with RDEE to foster growth in the French markets in France and Switzerland through development and promotion of a web site that supports both suppliers and trade, joint hosting of media and trade familiarization tours, and distribution of publications
- Partner with other Canadian destinations to foster growth from the Netherlands and Switzerland

TERTIARY MARKETS

Tertiary Markets
(Austria, New Zealand, Mexico, Italy, Taiwan, China)

Tourism will approach our tertiary target markets in the following manner:

- No direct support to the trade in these markets.
- Limited support of familiarization tours that are only focused at product development or media
- Encourage Industry partners to work with the CTC, tour operators, wholesalers and/or third parties to develop opportunities
- Attend China International Travel Market
- Produce and distribute through CTC a Chinese language flyer directing trade enquiries to a Chinese web portal

STRATEGIC PRIORITIES

1. Yukon Tourism Brand Strategy

The new Yukon Tourism Brand was launched in partnership with industry in April 2006. A clear, concise and consistent tourism brand will differentiate Yukon from its competitors and stimulate visitation by motivating potential travelers to plan a trip to the territory.

- Integrate Yukon Brand into all Tourism Yukon programs and initiatives
- Leverage the power of the Yukon Tourism Brand in all markets
- Leverage the Yukon Tourism Brand through partnership and or association with appropriate partners and corporations
- Protect and develop Yukon Tourism Brand equity
- Consult and coordinate Yukon Tourism Brand identification with all Yukon stakeholders
- Promote the use of Yukon's Tourism Brand with the CTC, tour operators, wholesalers, travel agency consortium partners and Yukon businesses

2. Websites

Tourism Yukon will significantly enhance investment in website and electronic marketing programs. The focus of the program will be to support other strategic initiatives. Specifically, to build equity in the new Yukon brand, to develop a dynamic media website and to launch a vastly improved and more relevant trade website.

Consumer Websites – www.touryukon.com, www.driveyukon.com, www.experience.yukon.com

- continue development of new experiences and content throughout the sites
- update visual images, maps, videos and other graphic components
- launch a web optimization program
- conduct usability and focus group research

Trade Website – www.bookyukon.com

- build new trade friendly web environment focusing on tour operators and travel agents – take down existing www.yukontraveltrade.com website
- all product will be packaged – emphasis on Yukon receptive operators and packaged Yukon product
- initiate development of a web-based Yukon Specialist Program

Media Website – www.writeyukon.com

- complete redesign and redevelopment of the website to be more media friendly
- ongoing plan for regular updates and postings
- create enhanced portal to all digital visual libraries

3. Media Relations

Media Relations is recognized as the most cost-effective initiative to generate consumer awareness of the Yukon. The main activities involved in media relations are networking, building relationships with journalists, media promotions, attending strategic Media Marketplaces and working with the CTC and industry stakeholders to host media visits. Activities for 2006 will include:

- Complete a 3-year Media and Public Relations Strategy
- Implement new media/PR initiatives including an electronic newsletter and electronic media kit
- Upgrade and expand content on the www.writeyukon.com website
- Continue to expand recognition of the Yukon as a premier year-round travel destination by attaining maximum unpaid media coverage throughout the world
- Partner with Yukon DMOs to leverage resources for the program
- Work with the Canada Winter Games and the National Marketing Campaign to leverage unpaid media opportunities that will be created by the 2007 Canada Winter Games
- Develop and strengthen relationships with Canadian travel media by becoming a member of the Travel Media Association of Canada
- Work in cooperation with B.C. and Alberta to better lever Tourism North media visits
- Enhance Yukon Tourism's destination profile amongst US media by becoming a major partner of Canada Media Marketplace 2006
- Work to develop Yukon Tourism's relationship with the new 'GoMedia Canada' team.

4. 2007 Canada Winter Games – Major Games

In partnership with the Canada Winter Games Host Society, Northwest Territories, Nunavut and federal governments, the department is contributing to the development, implementation and evaluation of a National Marketing Campaign. This campaign is designed to increase the awareness of the north to southern Canadians as a great place to invest, visit and live.

OTHER PRIORITIES

Yukon Scenic Drives

The Yukon Scenic Drives initiative will incorporate tourism marketing and product development initiatives to promote distinct driving experiences to and through the Yukon, cultural corridors and transportation routes. The initiative focused on the Alaska Highway and Klondike-Kluane Loop in 2005. In 2006, the Golden Circle Route, Dempster Highway and Silver Trail will be completed; the Southern Lakes Circuit and Campbell/Canol Route will be completed in late 2006 or early 2007.

The Yukon Scenic Drives initiative will focus on developing an interactive, information rich website that will be promoted through a variety of integrated marketing tools and campaigns. The Yukon Scenic Drives will also create a new focus and asset to take advantage of new trade and touring opportunities. The creation of themed banners and highway signs will be incorporated over time.

Air Access

Promote Yukon's air carrier partners (Air North, Air Canada and Condor) in primary and secondary markets to tour operators, wholesalers and agents.

- Schedule annual meetings with airlines and department staff to discuss issues facing air access to Yukon
- Maintain international and domestic air access and capacity to satisfy market demand

Tourism Cooperative Marketing Fund

The Tourism Cooperative Marketing Fund (TCMF) will continue to assist market-ready individual tourism-orientated business, municipalities, organizations or consortiums of tourism businesses to partner with the Department of Tourism & Culture to develop and deliver marketing initiatives that promote tourism services and products while creating awareness of Yukon in markets outside of the territory.

Product Development

Development of new tourism product, enhancement of existing products and improvement of access to parks and other wilderness areas in the Yukon remains a strategic priority. The Yukon will work with industry to increase the number, variety, quality and type of products needed to grow tourism revenues.

- Improve Yukon's tourism products to exceed standards
- Grow products to meet emerging and existing niche market demand
- Identify and assist in the development of winter products, experiences and events for international markets
- Develop itineraries that promote inter-regional travel patterns for international tour operators
- Introduce trade ready summer, winter and niche tourism product suppliers to primary and secondary market tour operators and wholesalers
- Support industry development of standards for Yukon operators and assist with implementation

Research

Up-to-date relevant tourism research and market intelligence will be delivered to industry in a cost-effective manner. It will analyze key target markets on the basis of return on investment, considering direct tourism expenditures, market share, and potential for growth, air service and available marketing resources.

Priorities include:

- 2004 Yukon Visitor Exit Survey analysis and reports
- Annual Conversion Study
- Research to support program design (focus groups)
- Enhance the research and performance measurement framework to determine market priorities as primary, secondary, and tertiary
- Work with YTG Bureau of Statistics and other departments to develop new research methodology to measure the economic value of tourism including annual revenues, jobs and businesses

Performance Measures

Performance measures will include but are not limited to:

Tourism Spending

Tourism spending will be the primary macro-measure and overall economic measure.

Number of Inquiries

The number of calls to the 800 number, the number of people registering online to receive a vacation guide, those registering at consumer shows, business reply card (BRC), purchased lists, email inquiries, unsolicited inquiries and referrals.

Cost per Inquiry

The cost to generate an inquiry. Specifically, ad placement cost + ad development costs + fulfillment costs divided by the number of inquiries.

OTHER PRIORITIES

Conversion Rate

The number of visiting parties who actually visit the Yukon expressed as a percentage of the number of inquiries that we sent information to.

Return on Investment (ROI) Ratio

The economic return on investment expressed as the ratio of tourism revenue generated against each dollar invested to convert a visitor.

Partner Leveraging Measures

Calculate the investment by industry partners in the cooperative marketing programs delivered by Tourism Yukon. Ad investments made by partners in the partnership programs will be expressed in dollars and as a percentage of Tourism Yukon's investment in each program.

Visitor Satisfaction Measures

Through survey, determine the extent to which our stakeholders are satisfied with the services and activities of Tourism Yukon and their contractors.

Awareness Measures (Media, PR and Partnership Program)

Calculation of the value of appropriate and relevant media articles and coverage generated through the Media/PR program. The number of inquiries generated will measure partnership program awareness and investments in the Yukon-branded components of promotions.

Evaluation and Analysis

Global tourism is a dynamic, highly competitive industry, which is readily influenced by social, political, economic and environmental factors. Competing destinations need access to and interpretation of current, relevant market intelligence to maintain or increase their share of target markets.

Information is required in two strategic areas: details on the potential market; and details related to actual visiting markets. Information regarding potential markets is available from a myriad of sources, and is generally conducted by national or international agencies i.e. CTC, Canadian Tourism Research Institute etc. Information on actual markets is generated by primary research (Visitor Exit Surveys, Conversion Studies) conducted by Tourism & Culture, travel trade intelligence and a number of secondary sources i.e. Statistics Canada, CTC etc. Evaluation and analysis of this data will provide information to aid government and industry partners to make tactical decisions regarding marketing and product development programs.

- Tourism Yukon will report on each program delivered through the Tourism Marketing Implementation Plan
- A series of benchmarks will be established where appropriate to enable the Department, the YTMP Senior Marketing Committee and industry partners to evaluate the success of each marketing program
- Evaluation and analysis reports and observations will be delivered and reviewed prior to developing the annual updates of the new annual Tourism Marketing Plan

Decade of Sport and Culture

In November 2003, the Yukon government announced a new initiative, the Decade of Sport and Culture, to maximize the benefits that the 2007 Canada Winter Games and the 2010 Winter Olympics can provide to all Yukon communities. By engaging Yukon businesses, community groups and individuals, the Department of Tourism and Culture will creatively plan ways to bring attention to the array of events, celebrations and activities that will attract participation from other Canadians and international visitors.

- $200.0 K remains committed to the Decade of Sport and Culture initiative
- The Yukon Convention Bureau will continue to deliver the sport tourism component of the Program ($43.0K)
- $150.0 K is allocated to develop a "Best Ever" program to increase the capacity, professionalism and delivery of sport and cultural programs in all Yukon communities

Visitor Services

Visitor Services is responsible for the management and operation of the Yukon Visitor Information Centres (VICs), travel counseling services, 1-800 call centre and the fulfillment of information requests.

The VICs will be a network of Yukon "Information Specialists" where visitors can find everything they want to know, as well as providing more value-added experiences for the visitor by incorporating other activities such as lectures or live performances.

- Ensure fulfillment of advertising inquiries are done in a timely and cost-effective manner with an initiative that will increase visitor contacts

OTHER PRIORITIES

- To replace lure material in order to promote attractions, events and celebrations throughout the Yukon
- Ensure up-to-date Yukon information is passed on to other neighbouring jurisdictions
- Ensure key markets are within our data base for yearly supply of Yukon information

Partnerships

Yukon is a strong brand that is enhanced when it is twinned with the parent brand – Canada. Tourism Yukon will continue to work with the Canadian Tourism Commission as they promote the Canada brand – 'Keep Exploring'. Partnership activities in 2006 will include:

- Secure a partnership program with a major Canadian Bank or credit card company in 2006
- Secure a partnership program with a new major Canadian corporation that builds on the Yukon Brand
- Develop a Partner Branding and Licensing Program through the Yukon Tourism Brand Strategy to support partnership initiatives
- Develop and deliver partnership initiatives with Toyota Canada, Sony Canada and Columbia/Sorel
- Develop a Partnership Strategy that identifies potential partners, guidelines and performance criteria
- Focus on partnership opportunities around the 2007 Canada Winter Games and the 2010 Olympics
- Work with the Canada Games Host Society on the National Marketing Campaign

2006-2007 Tourism Marketing Implementation Plan

Adventure Program

Goals

1. position the Yukon as the premier wilderness destination in North America
2. develop strategies designed to feature and enhance small business
3. opportunities for adventure operators and suppliers
4. strengthen the integration of the Yukon Wild marketing program in the Yukon Tourism Marketing Plan
5. leverage the Top 5 web initiative to build awareness of the Yukon as a top adventure destination and create a wide array of partnership opportunities

The Adventure Program is a primary pillar of the Tourism Yukon marketing effort.

The adventure-seeking visitor stays longer and spends more than other visitors. Yukon will place a high priority on marketing to the high-yield adventure market.

North American Campaigns

1. Gateway Cities
2. Yukon Wild
3. Yukon Quest
4. Specialty Niche

Overseas Campaigns

1. Japanese Aurora
2. European Adventure
3. Asia–Pacific Adventure
4. Yukon Wild

Adventure Program

North America

GATEWAY CITIES CAMPAIGN

Goal:

1. Increase awareness and visitation from the Gateway Cities of Vancouver, Calgary, and Edmonton

Objectives:

- increase number of qualified leads by five per cent over the 2005 program
- increase number of travel agents who participate in the Yukon promotion by five per cent over the 2005 program
- enhance awareness of the Yukon as a tourism destination in the Gateway Cities of Vancouver, Calgary and Edmonton in order to increase visitation
- optimize Tourism Yukon's existing database of qualified consumer and trade leads and continue to grow that database
- enhance the Yukon Specialist program to provide relevant/timely information to the travel trade in the Gateway Cities
- establish a stronger relationship between the Yukon and campaign partners (including air carrier, tourism operators, adventure companies and the travel trade) within the Gateway Cities markets

Target:

Potential adventure visitors, promotional partners with a vested interest in the target audience/Yukon (including Yukon operators), and travel trade within the Gateway markets.

Strategies:

1. create a campaign that utilizes an integrated communications approach to deliver multi-messages against multi-audiences (for example, media/public relations and direct marketing to consumers, operators, and travel agents)
2. establish partnership programs with select partners (for example, air carriers, tourism operators, adventure companies and the travel trade) to deliver a promotional campaign targeted to the Gateway Cities

Tactics:

1. utilize contest as a draw to attract consumers, operators and the travel trade
2. establish a direct marketing effort (traditional and/or e-based) to re-engage Tourism Yukon's current database of pre-qualified and potential visitors
3. create a travel agent incentive program that rewards top-selling travel agents of Yukon products in partnership with other stakeholders
4. facilitate a training program for travel agents that will support the travel trade promotion
5. coordinate two familiarization tours for travel agents to the Yukon (one winter, one summer) with travel agencies or chains
6. explore opportunities for additional exposure at major events

YUKON WILD CAMPAIGN
(Developed by Wilderness Tourism Association of the Yukon)

Goal:

1. Increase adventure product sales by Yukon operators

Objectives:

- increase the number of qualified visits to www.yukonwild.com and click-throughs to Yukon Wild operator websites
- attract a minimum of four targeted journalists from North America
- expand the reach of www.yukonwild.com by continued marketing partnerships with the CPAWS Three Rivers Journey and Yukon Quest. Assess potential partnership with Air North.

Tactics:

Consumer

1. position www.yukonwild.com in front of targeted travellers
2. engage a senior web strategist to review and provide recommendation for site optimization, seeding, keyword purchase and newly evolving web tactics
3. research web education opportunities
4. review and update as required the www.yukonwild.com web seeding program
5. review and update as required the keyword purchase strategy
6. assess adventureengine.com and other adventure sales specialists
7. continue development and implementation of the niche portal program
8. continue 2005/2006 Yukon Wild advertising campaign expanding as appropriate
9. review and refine advertising creative to align with new web creative
10. identify key sectors and launch the Yukon Wild - Operator "buzz campaign"

Media

Achieve increased awareness through an active Yukon Wild media program.

1. participate in Canada Media Marketplace and GoMedia Canada Marketplace to attract high level travel writers that will develop/cover Yukon adventure product stories
2. continue targeted pitch development with Adventure Travel Media Source
3. regularly review editorial calendars for potential media opportunities
4. develop a media highlights section on www.yukonwild.com
5. continue media partnership with Yukon Quest to highlight winter product

Partnerships

1. continue the marketing partnership with the Three Rivers Journey Exhibition and Tour, 2006-2007
2. research, review and identify direct marketing opportunities through the Three Rivers Journey Exhibition and the Canadian Parks and Wilderness Society Companion Program
3. assess joint marketing opportunities with Air North, Yukon's Airline

YUKON QUEST CAMPAIGN
(Developed by the Yukon Quest)

Goal:

1. Successfully market the annual sled dog race as an icon event to a global audience

Objectives:

- increase the number of participants in the 2007 Yukon Quest
- increase awareness of the Yukon Quest through an international media relations program
- increase total sponsorship by 35 per cent, to $200,000 total revenue
- increase the total prize purse by at least 30 per cent for the 2007 race

Tactics:

Consumer

Develop and promote the Yukon Quest brand

1. secure and expand Yukon Quest intellectual property globally
2. increase year-round Yukon Quest presence locally and internationally
3. produce and/or promote Yukon Quest-branded information, merchandise and third party products
4. develop and increase supporter affinity to benefit Yukon Quest and Official Sponsors

Media

Achieve increased awareness through an active Yukon Quest Media Program

1. provide high-quality information and services for media throughout the year
2. utilize media distribution services to expand reach of Yukon Quest messages
3. improve pre-race media solicitation and education to achieve maximum race-time coverage
4. enhance Yukon Quest website and promotions to increase visitation, visitor retention and engagement
5. achieve significant event profile through 2007 Canada Winter Games partnerships and promotions
6. provide high-quality, royalty-free media kit to all media personnel attending 2007 Canada Winter Games

Partnerships

Increase revenues through improved sponsorship solicitation and recognition

1. develop research-based, professional-quality sponsorship solicitation strategy and materials
2. increase sponsorship benefits value through improved media exposure, VIP opportunities and year-round Yukon Quest presence
3. actively solicit targeted, long-term potential sponsors

SPECIALTY NICHE CAMPAIGN

Goal:

1. Enhance businesses opportunities and sales of specialty niche products

Objectives:

- develop one new partnership promoting product development for each of Aboriginal Tourism, Learning Vacations, Dogsledding, Snowmobiling and Aurora Viewing
- attract at least two journalists to profile niche tourism products

Tactics:

Consumer

Promote niche products through the integration of these products into marketing collateral and campaigns

1. highlight each niche product in the 2007 Yukon Vacation Planner
2. promote an Aboriginal Tourism product and a Learning Vacation product in the Scenic Drives initiative
3. promote a Dogsledding product and a Snowmobile product in the winter Gateways Campaign
4. feature images in the Vacation Planner that increase interest and awareness in niche products

Feature niche products on websites

1. develop special features on the www.touryukon.com website that integrate niche travel products
2. incorporate niche products into the Scenic Drives website to build greater awareness of niche opportunities in Yukon regions

Trade

Work in partnership with Product Development and industry to develop niche packages and feature them on the travel trade and touryukon websites and in retail initiatives when appropriate.

1. support industry development of niche packages and promote through the packages section on www.touryukon.com
2. profile niche packages and the operators on the www.yukontraveltrade.com website

Media

Integrate niche products into media relations program

1. pitch stories to travel writers that feature niche tourism products at Canada Media Marketplace and GoMedia Canada Marketplace
2. commission articles in the Yukon that feature niche products and incorporate the stories into the www.writeyukon.com website subsequent to a media outreach program with the stories

Adventure Program

Overseas

JAPANESE AURORA CAMPAIGN

Goal:

1. Increase trade awareness, public awareness and visitation to Yukon as a top aurora-viewing destination in the cities of Tokyo, Osaka and Nagoya

Objectives:

- position Yukon as a top travel destination to experience and view the aurora through increasing the coverage of product carried by four tour operators
- increase travel agent knowledge of Yukon and aurora tours by partnering with the Canadian Tourism Commission's Canada Specialist Program and supporting two familiarization tours
- increase public awareness of Yukon aurora by hosting three media outlets on aurora familiarization tours

Tactics:

Travel Trade

1. conduct promotions on fall colours and aurora
2. conduct a baseline evaluation of travel trade product offerings
3. develop a Japanese co-operative marketing agreement assessment report
4. finalize Japanese trade show material (sample itineraries)
5. attend the Kanata show in Japan
6. establish co-operative marketing agreements with familiarization tour operators to promote aurora
7. attend December meeting of Canadian Inbound Tourism Association (Asia Pacific) in Vancouver
8. conduct two trade familiarization tour(s) with travel agents from Osaka and Tokyo
9. conduct a small ad campaign to promote Yukon's Japanese website and winter aurora

Media

1. prepare a draft media familiarization tour itinerary to present to Canadian Tourism Commission Japan with assistance from local suppliers
2. select media from Tokyo and Osaka with assistance from key trade partners and Canadian Tourism Commission Japan
3. conduct three media tours targeting top travel magazines, broadcast media and major newspapers
4. complete a media coverage report

Website

1. conclude evaluation on Yukon's Japanese website and how it could be enhanced to assist trade partners and local suppliers
2. complete any required changes and/or enhancements
3. announce launch of new website at Kanata 2006
4. complete a website report

EUROPEAN ADVENTURE CAMPAIGN

Goal:

1. Increase trade and public awareness of and visitation to Yukon as a top North American adventure destination in Yukon's primary and secondary European markets

Objectives:

- position the Yukon as one of the top North American adventure destinations by developing marketing initiatives and agreements with 10 tour operators
- introduce new products/suppliers to existing trade partners that will not impact existing Yukon supplier relationships
- target second-tier tour operators in primary and secondary markets not already covered by existing trade partners
- increase travel agent knowledge of Yukon adventure products by hosting 10 Canada specialists
  - five from UK
  - five from German-speaking Europe
- increase public awareness of Yukon adventure products by hosting four media outlets on adventure media familiarization tours

Tactics:

Travel Trade

1. develop trade show materials (sample itineraries), arrange meetings, establish trade program objectives, and develop promotional items to introduce Yukon suppliers and destination
2. attend International Travel Bourse, World Travel Mart, Spotlight and Rendez-vous Canada trade shows to promote the destination and tourism suppliers
3. host 10 Canada Specialists (five each from UK and German speaking Europe) on two separate agent familiarization tours (one summer/one winter)
4. establish co-operative marketing agreements with at least 10 tour operators to promote Yukon product
5. introduce new product to existing and second-tier tour operators by hosting a trade familiarization tour
6. conduct a small ad campaign to generate leads and direct traffic to Yukon websites and portals
7. participate in Canadian Tourism Commission German trade and travel agent road show
8. prepare a draft proposal for a sales mission to the European markets with a target date of September 2007
9. complete a progress report on travel trade product offerings

Media

1. prepare draft media familiarization tour itineraries for GoMedia Canada with assistance from local suppliers
2. select media from UK and German-speaking Europe with assistance from key trade partners and Canadian Tourism Commission UK and German offices
3. conduct four media tours targeting top adventure travel magazines, broadcast media and major newspapers
4. establish and publicize industry material deadline for winter electronic newsletters with media-ready stories or building blocks for stories aimed at travel journalists
5. participation by staff or contractors in Canadian Tourism Commission UK and Germany media events to generate media leads and coverage
6. establish and publicize industry material for summer electronic newsletters with media-ready stories or building blocks for stories aimed at travel journalists
7. support Fulda Extreme Arctic Challenge media familiarization tour
8. complete a media coverage report

Website

1. continue to evaluate Yukon's German and UK portal websites and provide an annual report on how they could be enhanced to assist trade partners and Yukon suppliers
2. initiate enhancements as required

ASIA-PACIFIC ADVENTURE CAMPAIGN

Goal:

1. Increase trade and public awareness of and visitation to Yukon as a top North American adventure destination in the key Australian cities of Melbourne, Sydney, Adelaide and Brisbane, the key Japanese cities of Tokyo, Osaka and Nagoya and the key Chinese cities of Beijing and Shanghai

Objectives:

- position Yukon as a top North American adventure destination in Australia by developing marketing initiatives and agreements with two tour operators
- position Yukon as a top North American adventure destination in Japan by developing marketing initiatives and agreements with two tour operators
- increase travel agents' knowledge of Yukon adventure products by conducting one trade and one Canada specialist familiarization tour from Japan
- increase public awareness of Yukon adventure products by hosting two media outlets from Australia and one from Japan on adventure media familiarization tours

Tactics:

Travel Trade

1. finalize trade show materials and presentations (sample itineraries)
2. attend Corroboree Training Seminars, Kanata and China International Travel Mart trade shows
3. establish cooperative marketing agreements with at least two tour operators in Japan and Australia to promote their Yukon product
4. conduct a trade familiarization tour from Japan or Vancouver on summer adventure product
5. conduct a Canada Specialist agent familiarization tour from Japan on summer adventure product
6. conduct a small ad campaign aimed at lead generation and awareness of Yukon's web sites in Japan and Australia
7. prepare a draft proposal for a sales mission to the Australian market with a target date of September 2008

Media

1. prepare draft media familiarization tour itineraries for GoMedia Canada with assistance from local suppliers
2. select media from Australia and Japan with assistance from key trade partners and Canadian Tourism Commission offices
3. conduct one Japanese media tour targeting top adventure travel magazines, broadcast media and major newspapers
4. establish and publicize industry material deadline for winter electronic newsletters with media-ready stories or building blocks for stories aimed at travel journalists
5. conduct two Australian media tours targeting top adventure travel magazines, broadcast media and major newspapers
6. establish and publicize industry material deadline for summer electronic newsletters with media-ready stories or building blocks for stories aimed at travel journalists
7. participate in Corroboree media events to generate media leads, solicited coverage and qualify familiarization tour participants
8. complete a media coverage report

Website

1. complete Yukon's Australian portal website
2. conduct an evaluation on Yukon's Japanese website
3. complete website reports

YUKON WILD CAMPAIGN
(Developed by Wilderness Tourism Association of Yukon)

Goal:

1. Increase adventure product sales by Yukon operators in German-speaking Europe

Objectives:

- increase the number of unique visits, session length and click-throughs to Yukon operators from www.yukonwild.de
- work with Yukon tour operators to host two journalists from key European travel publications

Tactics:

Media

1. work with Yukon suppliers and their tour operators in Europe to attract at least two journalists from key European travel magazines or other media sources
2. develop summer editorial for GEO Saison
3. partner with Yukon operators to host European journalists whenever practical to do so

Website

Position www.yukonwild.de in front of targeted travellers

1. research and develop recommendations for a www.yukonwild.de web program including optimization, seeding, and keyword purchase program

Touring Program

The Touring program targets long-haul rubber-tire, fly-drive and group tour travellers

Goals:

1. position the Yukon as the top touring destination in North America
2. develop, enhance and promote the Yukon Scenic Drives initiative
3. enhance public relations efforts to increase awareness of the Yukon as a touring destination
4. enhance our website and web-based tools to increase unique visits and linkages to Yukon tourism operators
5. support industry to develop new and enhance existing touring product

North American Campaigns

1. Yukon Scenic Drives
2. Joint Yukon/Alaska
3. Tourism North
4. Package Tours

Overseas Campaigns

1. Package Tours

Touring Program

North America

YUKON SCENIC DRIVES CAMPAIGN

Goal:

1. Increase visitation to Yukon by long-haul and fly-drive travellers from Canada and the United States.

Objectives:

- develop the Golden Circle, Silver Trail and Dempster Highway Yukon Scenic Drives in 2006; develop the Southern Lakes Circuit and Campbell/Canol Route in 2007
- increase number of qualified leads for print direct mail by five per cent over the 2005 program
- increase number of qualified leads for e-direct mail by five per cent over the 2005 program
- increase number of unique visits to the www.driveyukon.com website
- generate 1,000 new rubber-tire visitor parties
- drive 20 per cent of all unique visitors to www.touryukon.com to the www.driveyukon.com website

Target:

Recreational Canadian and U.S. RV drivers aged 45+ who are predisposed to taking driving vacations.

Tactics:

Consumer

1. identify a key partner and/or partners to establish a partnership that provides an incentive to the target market for response to a direct mail campaign
2. establish a direct marketing effort (traditional and/or e-based) to re-engage Tourism Yukon's current database of pre-qualified and potential visitors
3. establish a print and electronic direct mail campaign in the Canadian and U.S. markets to encourage travel to the Yukon in 2007
4. establish partnerships that provide on-line and campaign incentives and leverage investment
   - focus-group research with target audience to determine if free gas is the most effective incentive for the direct mail program
   - provide final recommendations for 2006/2007 contest incentive by September 2006

5. develop Top 5 RV Website
   - position the Kluane/Klondike Loop as one of the Top 5 RV drives in North America
   - launch Top 5 RV website in May 2006
   - feature Top 5 RV website and Klondike/Kluane Loop in RV Lifestyles Campground guide in April/May 2006 issue
   - leverage partnership and promotional opportunities as presented by this initiative

Trade

1. promote Yukon Scenic Drives packages for the fly-drive and long-haul markets.
   - meet with trade representatives to identify information requirements for Scenic Drives initiative
   - develop a plan outlining key messages, incentive offers and marketing material requirements for 2006/2007
   - establish specific scenic drives packages for travel trade

Media

1. develop and host a Yukon Scenic Drives media familiarization tour
   - confirm key list of North American media contacts for media familiarization tour
   - develop a media relations plan outlining timing, invitees and messaging for Yukon Scenic Drives media familiarization tour
   - host a familiarization tour highlighting the newest Yukon Scenic Drive
2. review of existing media materials required
   - review existing media materials for Yukon Scenic Drives and develop list of requirements for 2006/2007
   - meet with selected media contacts to identify type and format of media materials required
   - prepare a plan identifying media materials required to support the 2006/2007 Yukon Scenic Drives campaign and outlining methods of distribution
3. distribute Yukon Scenic Drives media information in North America
   - develop a Yukon Scenic Drives section on the www.writeyukon.com website
   - provide Scenic Drives photography and editorial for media use
   - send out media advisory with information about the new Yukon Scenic Drives section of www.writeyukon.com

JOINT YUKON-ALASKA CANADIAN MARKET CAMPAIGN

Goal:

1. Increase long-haul rubber-tire visitation to Yukon and Alaska from Canada and the United States

Objectives:

- increase number of qualified leads by five per cent over the 2005 program
- increase (long-haul) rubber-tire visitation to the Yukon and Alaska from the primary markets of British Columbia, Alberta and Ontario by converting the desire to travel the Alaska Highway into action
- leverage the campaign budget investment by a minimum of 2:1
- optimize Tourism Yukon's existing database of qualified leads and continue to grow that database
- establish a partnership program with at least one non-traditional partner to deliver an integrated campaign targeted in the primary markets

Target:

45+, rubber-tire travellers located in British Columbia, Alberta and Ontario

Tactics:

1. identify and form partnerships with a key partner and/or partners for the campaign and build a contest promotion around them
2. explore leveraging additional exposure through current partner promotions
3. support the campaign with a media buy in the primary target markets; explore opportunities for leveraged media value against the media investment
4. establish a direct marketing effort (traditional and/or e-based) to re-engage Tourism Yukon's current database of pre-qualified and potential visitors in this campaign
5. create a dedicated contest website to gauge overall campaign inquiries and record web traffic to Yukon and Alaska sites

TOURISM NORTH CAMPAIGN

Goal:

1. Maximize tourism revenues in each of the Tourism North partner jurisdictions (Alaska, Alberta, British Columbia and Yukon) by generating new, qualified, long-haul rubber-tire leads

Objectives:

- generate 80,000 new qualified leads that convert at five per cent
- further enhance the North to Alaska website to realize an incremental 10 per cent in unique visitation and 20 per cent increase in the length of each visitor session over the 2005 program
- develop and deliver a web optimization program that results in a top 10 return on Google and Yahoo for select keyword searches
- deliver a media relations program that hosts at least two journalists for Tourism North and facilitate partnerships between jurisdictions that result in at least three joint media trips
- generate media coverage at a 10:1 equivalent advertising value
- redevelop the North to Alaska driving routes focusing on main arteries and side routes

Tactics:

Consumer

1. market to high-potential highway travellers (long-haul, fly-drive, cruise-drive, motor coach and ferry) with primary focus on the long-haul traveller based on strong RV sales statistics and predictions
2. conduct a direct mail campaign utilizing direct mail lists that reach highway travellers and have proven track records in generating response and conversion
3. conduct opt-in e-mail campaign using top performing e-mail lists
4. enhance the various routes in North To Alaska magazine to increase interest in driving through all partner jurisdictions
5. redesign, produce and distribute up to 100,000 North To Alaska magazines to qualified potential visitors, trade and other partners

Trade

1. work with Alaska Marine Highway System and British Columbia Ferry Services Inc. to leverage marketing efforts and stimulate interest in highway and ferry travel
2. develop at least two of the North to Alaska routes into trade-friendly sample itineraries and have the partners distribute through their trade marketing programs

Media

1. target key writers and publications identified in highway research findings whose publications are read by high-potential visitors
2. assist partners with media relations and press trips when called upon by respective jurisdictions
3. develop and maintain a budget for assisting each jurisdiction when writers want to travel beyond that jurisdiction to gather information and report road-related stories
4. participate in Alaska Media Road Show to increase exposure for highway travel through Canada and into Alaska
5. Alberta and Yukon will promote the Tourism North program at GoMedia Canada Marketplace (Huntsville, ON) and Canada Media Marketplace (Los Angeles, CA)
6. conduct targeted PR efforts aimed at RV consumers through sponsorships, consumer and trade show attendance
7. promote Alaska Marine Highway System routes and increase awareness of the nation's only maritime designated Scenic Byway

Website

1. complete analysis of the website usability study and develop an action plan to facilitate implementation of key recommendations
2. update NorthtoAlaska.com to enhance site performance and ease of finding travel information
3. install new drive content and update all web tools

Partnerships

1. continue co-operative marketing efforts that increase marketing dollars, as well as pursue joint ventures/partnerships with RV industry groups, travel guide publishers and other stakeholder organizations
2. continue to pursue partnership opportunities with organizations that cater to highway travellers
3. offer limited advertising opportunities in the North To Alaska magazine to entities providing transportation in Canada or Alaska (BC Ferries, Alaska Marine Highway System, Via Rail, etc.)
4. attend events hosted by Tourism North stakeholders to present an overview of the program and report on the marketing initiatives; strengthen partnerships
5. host a fall meeting in partnership with Holland America Line or Alaska Marine Highway System and arrange to make presentations in stakeholder communities (Haines, Skagway, Juneau, Ketchikan and Prince Rupert)

PACKAGE TOURS CAMPAIGN

Goal:

1. Increase interest and travel to Yukon by the North American package tour market

Objectives:

- position Yukon as a North American package tour destination by developing co-operative marketing initiatives and agreements with
  - two FIT tour operators in Canada
  - four FIT tour operators in the US
- increase travel agents' knowledge of Yukon package products by delivering travel agent training sessions in at least four key regions
- develop a web-based Yukon Specialist Program
- continue development of a trade-friendly website

Tactics:

Trade

1. attend Rendez-vous Canada; prepare a flat sheet targeting package tour operators, build relationship with existing suppliers
2. develop a high end Yukon product Executive Familiarization Tour and offer the experience to at least two U.S. and one Canadian tour operator
3. work directly with Yukon-based RV companies to develop co-operative marketing initiatives, sharing of leads, and value-added tools/programs for their RV rental clients
4. attend United States Tour Operator Association annual conference to meet with senior trade executives and develop a three-year strategic plan for U.S. travel trade
5. attend American Bus Association and National Tour Association shows in order to maintain relationships with existing tour operators and nurture new opportunities
6. establish a database of domestic tour operators, qualified suppliers and key contacts
7. develop a Sales Agent Training Program and deliver to one key Canadian and one key U.S. tour operator in 2006/2007

Media

1. work closely with the Media Relations Unit to leverage media familiarization trips and coverage to assist tour operators to raise awareness of Yukon products and experiences
2. participate/partner in a media and/or public relations event at National Tour Association, American Bus Association and United States Tour Operator Association shows

Website

1. work with the Overseas Marketing Unit to develop the Book Yukon website; retire www.yukontraveltrade.com
2. incorporate the Yukon Specialist Program into the Book Yukon website
3. ensure that Yukon Scenic Drives and Experience Yukon websites are trade-friendly and promoted to the trade

Touring Program

Overseas

PACKAGE TOURS CAMPAIGN

Goal:

1. Increase trade and public awareness of and visitation to Yukon as a top North American package tour destination in Yukon's primary and secondary European markets

Objectives:

- position the Yukon as one of the top North American package tour destinations by developing marketing initiatives and agreements with 10 tour operators
- develop a program to introduce new products/suppliers to existing trade partners that will not impact existing Yukon supplier relationships
- establish a program to target second-tier tour operators in primary and secondary markets not already covered by existing trade partners
- increase travel agent knowledge of Yukon package tour products by hosting 10 Canada specialists
  - five from UK
  - five from German-speaking Europe
- increase public awareness of Yukon package tour products by hosting four media outlets on media familiarization tours.

Tactics:

Trade

1. develop trade show materials (sample itineraries), arrange meetings, establish trade program objectives, and develop promotional items to introduce Yukon suppliers and the destination
2. attend International Travel Bourse, World Travel Mart, Spotlight and Rendez-vous Canada trade shows to promote the destination and tourism suppliers
3. host 10 Canada Specialists (five each from UK and German-speaking Europe) on two separate agent familiarization tours (one summer/one winter)
4. establish co-operative marketing agreements with at least 10 tour operators to promote Yukon package tour product
5. introduce new product to existing and second-tier tour operators by hosting a trade familiarization tour

6. conduct small ad campaign to generate leads and direct traffic to Yukon websites and portals
7. participate in Canadian Tourism Commission German trade and travel agent road show
8. prepare a draft proposal for a sales mission to the European markets with a target date of September 2007
9. complete a progress report on travel trade product offerings

Media

1. prepare draft media familiarization tour itineraries for GoMedia Canada with assistance from local suppliers
2. select media from UK and German-speaking Europe with assistance from key trade partners and Canadian Tourism Commission UK and German offices
3. conduct four media tours targeting top travel magazines, broadcast media and major newspapers
4. establish and publicize industry material deadline for winter electronic newsletters with media-ready stories or building blocks for stories aimed at travel journalists
5. participation by staff or contractors in Canadian Tourism Commission UK and Germany media events to generate media leads and coverage
6. establish and publicize industry material for summer electronic newsletters with media-ready stories or building blocks for stories aimed at travel journalists
7. support Fulda Extreme Arctic Challenge media familiarization tour
8. complete a media coverage report

Website

1. continue to evaluate Yukon's German and UK portal websites and provide an annual report on how they could be enhanced to assist trade partners and Yukon suppliers
2. initiate enhancements as required

Meetings, Conventions and Incentive Travel Program

The Meetings, Conventions and Incentive Travel (MC&IT) Program generates significant tourism revenue each year. Included under its umbrella is Sport Tourism. This program is an important contributor to the overall growth of tourism in the Yukon, bringing business travellers, sport participants and events to the Yukon.

Goal:

1. Increase awareness and revenues in the Yukon generated through meetings, conventions, incentive travel and sport tourism

MC&IT Program:

North America Campaign

1. MC&IT
2. Sport Tourism
3. Sport Tourism—Major Games
4. Air Access Initiative

Overseas:

1. MC&IT

Meetings, Conventions and Incentive Travel Program

North America

MC&IT CAMPAIGN
(Developed by the Yukon Convention Bureau)

Goal:

1. Position the Yukon as a premium meeting and event destination and raise awareness of the economic benefits of holding meetings in the Yukon

Objectives:

- generate $3.5 to $5 million in economic impact annually for Yukon from the MC&IT market
- generate 30 to 40 quality MC&IT leads annually
- host at least two planner familiarization tours that attract eight to 10 planners per tour
- convert two or three meetings directly from leads generated through participation in the Yukon Convention Bureau familiarization tour program
- distribute 2,500 Bag It Up Booklets annually
- present 10 Bravo Awards in 2006/2007
- host two to three client events in market per year

Tactics:

Trade Shows and Sales Missions

1. attend Meeting Professionals International (MPI) and other industry events to enhance Yukon's profile in the industry
2. attend trade shows as outlined in the Yukon Convention Bureau annual marketing plan
3. enhance Yukon Convention Bureau member buy-in at trade shows
4. conduct a minimum of two sales missions annually to targeted regions in North America
5. increase the number of Requests for Proposal or requests for new bids directly from a trade show or sales missions

Familiarization Tours and Site Inspections

1. host Yukon familiarization tours such as the Red Carpet Tour and the Franchise Familiarization Tour
2. host site inspections for meeting and event planners interested in hosting an event in Yukon

Awareness and Recognition

1. sponsorship with national industry associations such as Meeting Professionals international (MPI) or Canadian Society of Association Executives (CSAE)
2. media placement in industry publications such as Associations Canada buyers directory
3. recognize the contributions of companies and organizations that have attracted a meeting or convention to the Yukon through delivery of the Bravo Awards program
4. develop a pool of incentive, meeting and event contacts. Support MC&IT and Sport groups in the territory to ensure they are linked with the appropriate service providers and that there is minimal risk involved in bringing a new event to Yukon.

SPORT TOURISM CAMPAIGN
(Developed by the Yukon Convention Bureau)

Goal:

1. Enhance awareness of Yukon as a sport tourism destination and work with Yukon businesses, community groups and individuals to bid and secure sport events in the Yukon

Objectives:

- generate eight to 10 sport event leads annually
- secure two to three sport events annually

Tactics:

Partnerships

Networking and Sales Missions

1. attend the Canadian Sport Tourism Alliance Annual Sport Congress in Ottawa
2. conduct one sales mission annually to Ottawa to meet with national sport organizations
3. develop on-going partnerships with Tourism Yukon, Sport Yukon, the Canadian Tourism Commission and the Canadian Sport Tourism Alliance to further develop sport tourism in the Yukon
4. explore additional partnership with Economic Development, municipal partners and other non-governmental organizations (NGOs) regarding a sport hosting strategy, based on research from the Sport Market Feasibility Study (Yukon Convention Bureau – completed March 2006)
5. Continue to work with the Whitehorse Chamber of Commerce on the Raising our Game initiative

Familiarization Tours and Site Inspections

1. host site inspections for national sport organizations interested in hosting an event in Yukon

Outreach to Yukon Sport Governing Bodies

1. continue to work with Yukon sport governing bodies and Sport Yukon to provide marketing and sales expertise to enhance their bids to host sport events in the Yukon
2. provide support to all Canada Games sports in the planning and delivery of Canada Winter Games test events and Canada Games delivery
3. engage Yukon communities whenever possible and practical to do so in the hosting of sport events
4. work with Canada Games to develop a "Community Partnership"

SPORT TOURISM—MAJOR GAMES CAMPAIGN
(Developed by Tourism Yukon and supported by YCB)

Goal:

1. Maximize the benefits that the 2007 Canada Winter Games and the 2010 Winter Olympics can provide to Yukon

Objectives:

- work with YCB to leverage the 2007 Canada Winter Games to raise awareness of sport tourism opportunities in Yukon
- leverage the 2007 Canada Winter Games to deliver a national marketing campaign
- partner with B.C. and other stakeholders to leverage awareness of the 2007 Canada Winter Games and the 2010 Vancouver Winter Olympics to promote sport tourism and other tourism opportunities for the Yukon
- maximize the benefits of hosting test events for the 2007 Canada Winter Games
- work with the Yukon Convention Bureau and other stakeholders to develop a Yukon sport hosting strategy
- develop a 2010 Sport Tourism Strategy through the Tourism Industry Association of Canada/Canadian Sport Tourism Alliance consortium

Tactics:

Partnerships

1. continue participation on the 2010 Sport Tourism Steering Committee being led by the Tourism Industry Association of Canada and the Canadian Sport Tourism Alliance
2. participate on committees and working groups of the 2007 Canada Winter Games Host Society that will deliver the national marketing campaign
3. work co-operatively with the Yukon Convention Bureau to maximize opportunities to host regional and national sport events in the Yukon
4. Work co-operatively with YCB to support a sport specific Familiarization tour for National Sporting Organizations

Awareness

1. participate in the development and implementation of the national marketing campaign being delivered by the 2007 Canada Winter Games Host Society and the three territories and leverage the Yukon Brand and images whenever possible
2. integrate Sport Tourism and the 2007 Canada Winter Games into the Tourism Yukon Media Program and Yukon Convention Bureau sport marketing plan
3. Work with YCB's existing infrastructure to write bids and/ or with the Group Servicing Program to support any major games initiatives

AIR ACCESS INITIATIVE

Goal:

1. Maintain and enhance in-bound and out-bound air capacity to satisfy market demand

Objectives:

- continue to work with Air North, Air Canada, First Air and Condor on frequency, capacity and connectivity to the Yukon
- represent the interests of Yukon industry stakeholders in dialogue with air carriers
- deliver co-operative marketing initiatives in partnership with air carriers including Air North, Air Canada and Condor
- develop and maintain trade and media fare programs with Air North, Air Canada and Condor

Tactics:

1. continue to work with Air North and Air Canada on connectivity to international and long-haul domestic flights arriving in Vancouver, Edmonton and Calgary
2. promote air access awareness including same-day connections to Yukon via Alberta and Vancouver
3. maintain an active dialogue with our general sales agents, the Canadian Tourism Commission, and air carrier offices abroad to maximize existing opportunities
4. deliver a program and tools to the travel trade that enhance awareness of air service to the Yukon and facilitate booking with Air North, Air Canada, First Air and Condor
5. maintain dialogue with Whitehorse and Dawson City airport authorities and appropriate government agencies to ensure the development of the facilities meets the requirements of air carriers and travellers
6. track enplaning and deplaning passenger figures

Meetings, Conventions and Incentive Travel Program

Overseas

INCENTIVE TRAVEL CAMPAIGN

(Primarily executed by industry, supported by both the Yukon Convention Bureau and Tourism Yukon)

Goal:

1. Position the Yukon as a premium incentive travel destination in European primary markets

Objectives:

- develop market-specific destination and buyer profiles
- assist industry in fostering three to four quality incentive leads
- assist industry in hosting one qualified incentive planner
- support industry participation at incentive trade shows

Tactics:

Trade Shows and Sales Missions

1. enhance Yukon's presence at a minimum of two incentive trade shows: one in UK and one in Germany

Awareness

1. qualify contacts in the database for priority solicitation
2. Group Servicing Program - YCB offers this program to support meeting & event planners bringing a group/ event to Yukon
3. Work with YCB and industry to support new events or incentive trips to Yukon

In-Destination Marketing and Visitor Services

The In-Destination Marketing and Visitor Services Program encourages visitors who are already in the Yukon to stay longer and to do more, ultimately increasing visitor spending. It also builds pride of place in Yukoners and encourages them to explore their Yukon.

Goals:

1. increase visitation to all Yukon regions
2. increase length of stay in all Yukon regions
3. increase tourism expenditures in all Yukon regions
4. deliver high-quality visitor services through Yukon Visitor Information Centres and other visitor information networks (Northern British Columbia, Alberta and Alaska visitor centres)
5. build pride of place in all Yukoners

In-Destination Campaigns and Services

1. Yield Enhancement Campaigns
2. Visitor Services

YIELD ENHANCEMENT CAMPAIGN

Goal:

1. Increase visitor length of stay and visitation to all Yukon regions

Objectives:

- increase the number of entries in the Yukon Adventure Contest by 10 per cent
- develop a Yukon Events Calendar providing accurate information on Yukon events and attractions throughout the Yukon and distribute weekly to Yukon businesses and non-governmental organizations (NGOs)
- develop partnerships and co-operative agreements with community associations and societies to promote their region

Tactics:

Consumer

1. utilize the Yukon Events Calendar to disseminate activity and event information to information and interpretive centres, key visitor attractions, municipal offices, RV parks/campgrounds, tourism-related businesses, and any other locations where in-destination visitors seek information about things to see and do
2. develop and deliver the Yukon Adventure Contest
3. work with Cultural Services Branch on the integration and dissemination of the Museum Passport Program
4. purchase kiosk toppers for brochure racks and display posters to promote the Yukon Adventure Contest
5. continue to promote the Arts on Yukon Time Studio Guide and community walking tour initiatives
6. work with other Yukon government departments to extend the reach of the in-destination campaign through their publications and websites: Yukon campground guide, fishing regulations, www.fishyukon.com, highway conditions brochure, etc.
7. ensure all collateral and web materials contain reference to Visitor Information Centres and when appropriate, the other Yukon interpretive and information centres in communities where a Tourism Yukon Visitor Information Centre is not located
8. ensure Tourism Yukon travel counsellors and 1-800 call centre operators receive information and training in relation to the Yukon Events Calendar, Yukon Adventure Contest and the Passport Program
9. encourage Tourism Yukon travel counsellors and Visitor Information Centre staff to visit community attractions and businesses within their communities
10. partner with the communities of Carmacks, Faro and in the Silver Trail to develop a familiarization tour for the community visitor information centre staff to cross-promote each others' regions and the Yukon
11. work in co-operation with communities and tourism organizations and to identify and deliver community-based marketing initiatives

Trade

1. promote website access to the Yukon Events Calendar, Yukon Adventure Contest and Yukon Passport Program to travel agents and other trade partners

Media

1. incorporate Yukon attractions and activities into media familiarization tours
2. invite Yukon media to participate in appropriate media familiarization tours
3. build media stories with visual support that profiles unique Yukon events, attractions and activities

VISITOR SERVICES CAMPAIGN

Goal:

1. Increase visitor length of stay and expenditures in Yukon

Objectives:

- increase visitor registrants in all six Yukon Visitor Information Centres by two per cent over 2005 figures
- provide Visitor Information Centre training opportunities to other regional information centres in the Yukon
- implement the approved recommendations from the fulfillment, distribution and 1-800 call centre services review to achieve efficiencies and better services
- conduct two exchanges with Visitor Information Centres in British Columbia to cross-train and have visitor information staff learn more about other regions and profile our region
- provide relevant opportunities for training, partnership and networking

Tactics:

Consumer

Visitor Information Centres

1. continue to implement an outreach program that improves the quality and consistency of tourism information delivered through non-governmental organization (NGO)-operated tourism attractions, information and interpretive centres
2. in an effort to improve the statistics collection system at the Visitor Information Centres, survey Visitor Information Centre systems in other parts of Canada to see how they measure the number of visitors in their regions
3. deliver Visitor Information Centre training session prior to the May opening of the centres
4. invite other groups to participate in the Visitor Information Centre training
5. develop a community outreach program led by the Visitor Information Centre staff in the communities
6. work with the Visitor Information Centre staff to enhance their understanding of Tourism Yukon's marketing programs

Partnerships

Visitor Information Centre Exchanges

1. continue the Dawson Creek and Prince George Visitor Centre Exchange Program, which provide cross-training and information-sharing sessions between these centres with Whitehorse and Watson Lake staff
2. share Yukon marketing program information with our Visitor Information Centre partners that intercept Yukon visitors on their way to the Yukon

Training and Networking

1. work with colleagues in the Council of Tourism Associations of British Columbia and the Northern British Columbia Tourism Association on areas of common interest and best practice

Research

Fulfillment, Distribution and Call Centre Review

1. implement the approved recommendations arising from the review of the fulfillment and distribution of marketing materials and operation of the 1-800 call centre

Strategic Priorities

These activities and tools are Strategic Priorities for Tourism Yukon as identified by the Yukon Tourism Marketing Partnership Senior Marketing Committee and/or the department's senior management.

Strategic Priorities:

1. Websites
2. Brand Yukon
3. Media Relations
4. 2007 Canada Winter Games – Major Games

Strategic Priorities

WEBSITES: touryukon.com, scenicdrives.com, experienceyukon.com and top5rivers.com, top5rvdrives.com and the new adventure site

Goals:

1. Deliver accurate and timely information to prospective visitors at any stage in their decision-making process that meets or exceeds their expectations, ultimately driving them to the next stage in the destination decision-making process – planning their trip
2. Build the Yukon Brand by exposing on-line visitors to a virtual tour of what the Yukon has to offer as a travel destination and delivering information in a manner that is consistent with the brand development objectives
3. Provide an industry-leading website environment that effectively connects on-line visitors to Yukon tourism industry participants

Objectives:

- increase unique visits by 15 per cent in 2006 over 2005 visits
- consistently return www.touryukon.com as a Top 10 response in major search engines and for relevant keywords: Yukon, Tourism, Klondike and other logical variations (independent research confirmed 90% achievement in 2005)
- integrate the Yukon Tourism Brand into the family of websites (Planning Site, Scenic Drives, Experience Yukon, Top 5)
- win a major industry award for quality and effectiveness of website and earn media coverage as a top-ranked tourism site
- increase effectiveness of website maintenance and reporting; introduce a disciplined approach into reviewing website performance and data

Tactics:

1. expand and enhance partnership linking to drive new referrals
2. increase linkages between sites to increase effectiveness of websites
3. adopt an improved method for directing traffic from advertising to specific URLs that meet their needs
4. support the improvement of overall increase in effectiveness of Yukon advertising
5. return www.touryukon.com as a Top 10 response in major search engines
6. develop a Website Optimization Plan that includes a quarterly review of search engine responses, and implement improvements

7. review industry best practices for optimization and write an overall strategy for Yukon
8. develop adventure micro site to uniquely position the Yukon Tourism Brand—adventure, wilderness, authentic, pristine, escape, explore, etc
9. revise design of Planning Site to more clearly communicate to those who are planning their trip, segmenting the site into specific user activities such as trip planning, outdoor adventure and culture
10. incorporate strong visual branding into all sites to reinforce Yukon Tourism Brand positioning at all levels in the site. Yukon Tourism Brand "look and feel" to be prevalent
11. work with industry partners to profile packages and other retail opportunities that attract visitor interest – utilize these visits to determine the key "selling" features to incorporate into web design and function
12. test the navigation and effectiveness of websites
13. internal consultations with stakeholders on Scenic Drives content to ensure adequate regional representation
14. migrate hosting of all sites to one single-service provider to accurately report data and maintain content
15. acquire a new, comprehensive, single web-hosting solution to effectively monitor how users are working their way through the family of websites
16. re-evaluate and enhance websites optimization
17. develop and implement a formal system to monitor and revise content on all sites
18. develop a formal document outlining all areas of websites with variable content
19. implement quarterly reviews of these areas to monitor and update content

YUKON TOURISM BRAND INITIATIVE

Goal:

1. Clearly define and position Yukon Brand across all campaigns and initiatives

Objectives:

- implement the new Yukon Tourism Brand Strategy
- position the new Yukon Tourism Brand across all campaigns and initiatives beginning April 2006

Tactics:

Develop Yukon Tourism Brand Strategy components to include:

Brand Articulation

1. unique selling proposition
2. positioning statement
3. attributes
4. benefit statement
5. brand platform

Brand Visualization

1. logos and imagery
2. slogan, messages, taglines
3. creative, production and advertising

Brand Implementation

1. implementation plan
2. communications plan
3. brand presentation and "sales" plan
4. development of a Brand Toolkit, Brand Management Protocols, Brand Image Guidelines, Brand Presentation, etc
5. use of Yukon's Brand Positioning Statement across all trade promotional material in all markets
6. promote the use of Yukon's Brand Positioning Statement by Canadian Tourism Commission, tour operator, wholesaler, and travel agency consortium partners
7. leverage the power of the Yukon Brand into new markets and countries
8. leverage the Yukon Brand through partnership and/or association with appropriate partners and corporations
9. leverage the Yukon brand throughout all Yukon government departments

MEDIA RELATIONS INITIATIVE: NORTH AMERICA

Goal:

1. Increase the quality and quantity of unpaid editorial coverage for the Yukon in the travel trade and consumer print, electronic and broadcast media outlets that support and complement the marketing and communications objectives of Tourism Yukon

   Note: Media strategies are incorporated into all programs. This plan describes the overall objectives and tactics of the Media Program and some of the key activities that serve all marketing programs. Specific tactics are articulated in each marketing program.

Objectives:

- generate media coverage of at least $6.0 million in equivalent advertising value
- increase unpaid media coverage from U.S. publications
- increase awareness and interest in the Yukon among domestic media
- attract 30–35 qualified media to Yukon from North America: approximately 25-30 in summer and five to 10 in winter
- increase the levering of Media Relations Program resources by a minimum of 10 per cent through industry and private sector strategic partnerships
- establish 10 new media contacts that will generate unpaid media

Tactics:

1. actively solicit journalists/media outlets based in primary U.S. markets for summer and winter familiarization tours
2. establish strategic relationships with qualified 2007 Canada Winter Games media
3. evaluate and prioritize all media visits/requests
4. pursue lifestyle/travel-themed TV shows/productions
5. introduce the new Yukon Tourism Brand to the media website
6. incorporate the media website into www.touryukon.com
7. contract industry-recognized travel journalists to produce Yukon feature articles
8. continue to develop a bank of editorial copy, storylines, and unique information for distribution to the travel media and Tourism Yukon's marketing partners
9. attend Canada Media Marketplace and GoMedia Canada Marketplace and other targeted media events to stimulate media to visit the Yukon
10. lever U.S. media marketplace sponsorships to produce new partnership and media opportunities
11. work in cooperation with the Canadian Tourism Commission and other jurisdictions to re-build the Canadian Tourism Commission domestic media relations program
12. continue a relationship with the Canadian Tourism Commission to partner in accessing a press clipping service for primary geographic markets, while improving the tracking and evaluating system of media coverage

13. develop and implement media relations activities that demonstrably assist in the promotion of Yukon product themes and contribute to the success of like-minded campaigns such as Yukon Scenic Drives
14. work in co-operation with industry to take advantage of promotional and partnership media opportunities
15. actively pursue non-traditional partnerships that provide an exceptional ROI (return on investment)
16. promote the Media Relations Program brand "Assignment Yukon" through the production and distribution of a newsletter

2007 CANADA WINTER GAMES— MAJOR GAMES CAMPAIGN
(Developed by Tourism Yukon and supported by YCB)

Goal:

1. Maximize the benefits that the 2007 Canada Winter Games and the 2010 Winter Olympics can provide to Yukon

Objectives:

- work with YCB to leverage the 2007 Canada Winter Games to raise awareness of sport tourism opportunities in Yukon
- leverage the 2007 Canada Winter Games to deliver a national marketing campaign
- partner with B.C. and other stakeholders to leverage awareness of the 2007 Canada Winter Games and the 2010 Vancouver Winter Olympics to promote sport tourism and other tourism opportunities for the Yukon
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Tactics:

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3. Work with YCB's existing infrastructure to write bids and/ or with the Group Servicing Program to support any major games initiatives

For more information about the Tourism Marketing Plan contact:

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Copies of the Tourism Marketing Plan and Tourism Marketing—Strategic Plan are available at:

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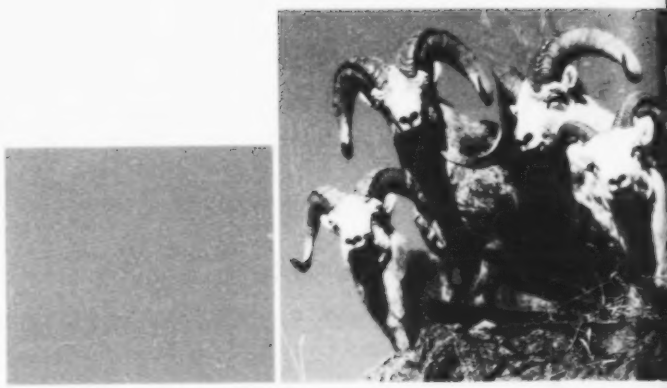
100 Hanson Street
Whitehorse, Yukon
(867) 667-3053

Plans can be viewed and downloaded from:
www.touryukon.com



YUKON

LARGER THAN LIFE

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